

## Sample Media Release

Contact: [Name of Contact]  
[Phone Number]

[Month, Date, Year]  
For Immediate Release

### [Organization Name] Gets Power From [Name of] Landfill

[City, State, Date] - [Organization Name] is finding a new source of power at an unexpected place - the local landfill. As a Partner in the U.S. EPA Landfill Methane Outreach Program (LMOP), a voluntary program that encourages the use of landfill gas as energy, [Organization Name] offers a unique beneficial energy product to our customers that helps improve the community and environment. The project also underscores our commitment to the environment and our support for renewable forms of energy.

Landfill gas is a naturally occurring byproduct of the waste decomposition process. When not collected and converted to energy, the gas is released into the air where it smells bad, contributes to local smog, and poses a safety hazard. Also, methane - the main component of landfill gas - is a potent greenhouse gas. [Organization Name] is helping to reduce these liabilities by deciding to turn landfill gas into energy.

[Organization Name] worked with the owner/operators at the landfill to develop a landfill gas energy project. [Project Developer Name] installed a landfill gas collection system at the landfill and arranged for the gas to be run to a generator where it is converted to electricity. The electricity is then sent to a distribution system where it is used to power [XX] homes.

Landfill gas is less expensive than other renewable energy sources, yet just as reliable as conventional fuels. Participating in a landfill gas energy project supports environmental protection and helps the community by improving local air quality, reducing smog and odor emissions at the landfill, improving safety at the landfill, and creating new jobs and improved economic development in communities near the landfill.

Together [Organization Name] and the EPA, through LMOP, are working to encourage development of landfill gas energy projects. LMOP helps project developers, utilities, landfill owners/operators, and energy users exchange information about using landfill gas. LMOP brings together key parties in project development to make sure the gas is utilized and not wasted.

"This project is an effective way to reduce emissions of methane (a key greenhouse gas) to the atmosphere. The project underscores our commitment to helping improve both the local and global environment, and at the same time contributes to the community as well. This project is a win-win situation for everyone," states [Organization Spokesperson].

For more information on how [Organization Name] is creating power for the community, call [1-888-555-1212]. To find out more information about LMOP or how you too can benefit from the use of landfill gas, call the toll-free LMOP hotline at 1-888-782-7937.